

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

From intent signals to a useful sales action

QUESTION

What should a seller do differently after an account signal arrives?

GUIDE TAKEAWAY

Intent is a reason to investigate. A useful handoff combines account fit, explainable evidence, and a next action.

START HERE

Record one signal's source, date, account match, and limitations.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Check signal evidence

Evidence or input

Output or decision

Owner and review point

2. Confirm fit and owner

Evidence or input

Output or decision

Owner and review point

3. Choose useful action

Evidence or input**Output or decision****Owner and review point**

4. Capture seller feedback

Evidence or input**Output or decision****Owner and review point**

5. Review progression

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Research task

Useful when: Broad external topic interest

Limitation: No confirmed project or buyer

Suggested action: Test a problem hypothesis

Why this fits our situation**Evidence needed before acting**

Relevant outreach

Useful when: Corroborated solution activity

Limitation: Activity may concern another team

Suggested action: Ask a contextual discovery question

Why this fits our situation**Evidence needed before acting**

Owner notification

Useful when: An active opportunity exists

Limitation: Extra alerts can interrupt agreed work

Suggested action: Attach evidence to current plan

Why this fits our situation

Evidence needed before acting

Monitor

Useful when: Fit is good but evidence is weak

Limitation: May miss a short window

Suggested action: Set a review date and new trigger

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outselll.com/blogs/intent-signals-to-sales-action/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>